GOVERNMENT OF INDIA
SHIPPING, ROAD TRANSPORT AND HIGHWAYS
LOK SABHA

UNSTARRED QUESTION NO:3075
ANSWERED ON:21.03.2007
HOARDING ON NATIONAL HIGHWAYS
Bishnoi Shri Kuldeep

Will the Minister of SHIPPING, ROAD TRANSPORT AND HIGHWAYS be pleased to state:

(a) whether the Government has formulated any rules / guidelines to prevent the placement of big hoardings on national highways;

(b) if so, the details thereof;

(c) if not, the reasons therefor; and

(d) the new measures being taken by the Government for regulating the placement of the hoardings of various advertisement agencies / political parties on the national highways?

Answer

THE MINISTER OF STATE IN THE
MINISTRY OF SHIPPING, ROAD TRANSPORT AND HIGHWAYS
(SHRI K.H. MUNIYAPPA)
(a) & (b) As per Ministry's policy, no advertisements / hoardings are allowed on National Highway land except informatory signs of public interest. However, under the policy of private sponsorship of road signs and greening of National Highways, the private entrepreneurs are allowed to depict the name / logo of their company in a sign of specified dimension.

(c) Does not arise.

(d) Instructions have been issued to executing agencies for removal of unauthorized hoardings.